



Federal Executive Board Greater Los Angeles

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CFC CANVAZ

November 1998

The staff of the Greater Los Angeles Federal Executive Board prepares this publication from information received in the FEB Office and gleaned from public information sources. Please forward input for future issues to CFC CANVAZ, ANDREA WINKLER
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LOANED EXECUTIVES

Question: What do you often find when you scratch the surface of a successful CFC? Answer: A strong Loaned Executive (LE) Program! Question: What is a successful CFC? Answer: One definition is a CFC with a cost percentage lower than the 8.6% national average; participation higher than the 39% national average; & per capita gift higher than the \$50 national average.

The Inland Northwest CFC with a 7% cost percentage, 46% participation, & \$55 per capita average fits this definition. CFC Director Gene Apedaile of Spokane, WA oversees an active LE program, with in-depth, professional training in areas such as presentation skills. Because Gene ensures developmental benefits for the LE's, he recruits 12 part-time LE's annually for a Federal population of only 8,000! Gene proves that small and medium-sized CFC's can improve results with a successful LE program.

Our recent survey showed this LE distribution: San Diego 24, Ventura 18 (part-time), Los Angeles 11, Phoenix 6, Orange Cty. 3, Las Vegas & San Bernardino 2 each, & Bakersfield & Santa Maria 1 each. This year 12 of our 21 CFC's appear to be missing out on this excellent source of highly-skilled, free help, sanctioned by the CFC Regulations & supported by OPM.

Because of LE recruitment frustrations, some of you have requested FEB assistance. The LOANED EXECUTIVE MODEL PROGRAM is enclosed with this 2nd issue of **CANVAZ**. Its purpose is to help you avoid duplication of effort in developing effective recruitment & training materials by providing samples to customize locally. To the CFC's who have contributed to the MODEL by sharing materials, we send a **BIG THANK YOU !!!**

The Inquiring Campaigner Question: What is your FAVORITE FUND RAISING TECHNIQUE OR STRATEGY?



Brigadier General Tom Gadd, the LFCC Chair of the Western Riverside Area CFC, replied: "Our favorite strategy is to pick energetic, enthusiastic, well-organized project officers & key workers & to give them senior management support during the campaign by organizing employee meetings, bringing guest speakers from community organizations, & publicly recognizing the key workers' success."

John Kershaw, the highly-motivated & enthusiastic Director of the Imperial Valley CFC, shared the following: "We like auctions, both silent auctions & bid auctions. The key is having donated items for the auction that are of interest. Also, drawings are always attention getters. People like to win something."

Editor's Note: OPM has asked us to clarify that prizes from local businesses must be solicited by the PCFO, not by Federal employees. Another option for a successful auction or raffle is for Federal employees to contribute attractive items they cannot use or to donate food.

Orange County CFC Director, Gene Reynolds, who is known for his creativity, offers the following: "The truth of fund raising is this: Money is not given; it has to be raised. Money is not offered; it has to be asked for. Money does not come in; it has to be gone after!"

Ms. Randi Battaglia, Director of the Kern, Inyo, & Mono Counties CFC, whose Children's Poster Contest is extolled later in this issue, responded as follows: "The Local Federal Coordinating Committee for the CFC enjoys hosting a Federal Family Fair each year to bring federal employees together for a day of fun & an opportunity to learn more about their community, its services, & the Combined Federal Campaign."

To the above contributors, we say **THANK YOU!!!**

COST SAVERS

Across the USA



Gene Apedail e, Spokane CFC

Director, saves the cost of professional trainers by inviting experts from *Toastmasters* to coach LE's in presentation skills at no charge. Gene reduces printing expenses by using a local non-profit agency which employs workers with disabilities. At the annual OPM CFC conference, Gene identifies CFC's with over-stocks & buys their incentive awards. If he still needs more incentives, he shops carefully all year & buys in bulk. His Eagle Club cut off is at \$850, which results in fewer expensive incentives than for CFC's with a \$600 cut-off.

With 52% participation, \$76 per capita, \$145 average gift, & only 6% overhead, Rachel Hall of Birmingham, Alabama directs a very successful CFC for 8800 Federal employees. She recommends Tracy Bird of Creative Data Products, P.O. Box 5637, Greenville, South Carolina 29606, 800-951-7234 for pledge cards. Because Tracy prints a group run for many CFC's, her prices are lower than Rachel's local bids. Money is also saved by offering inexpensive incentives, like water mugs, even for donors who contribute 1% of their salaries. Instead, agencies thank donors at no cost to the CFC, e.g., free, convenient parking for a month; donated movie passes or meals; or one hour of administrative leave.

Tuscaloosa, Alabama CFC Director, Homer Butler, Jr., saves expenses by having 2 part-time LE's for a Federal population of only 1500. No incentives are used in this CFC, which has 44% participation & less than 6% overhead. Using United Way of America, which achieves economies of scale by printing for many small CFC's, keeps print costs down.

Children's Poster Contests

Kudos to Ventura County's Director, Diane Yamashiro, & Ms. Randi Battaglia of Kern, Inyo, & Mono Counties for their creative use of art from the children of Federal employees. Not only does the contest save graphic artist expense & produce a more appealing brochure & poster, but the contest generates much-needed CFC interest & contributions among the parents of school-age children, usually the younger Federal employees who tend to be under-represented among donors.

The Kern LFCC selects a winner in each of 4 age groups, from Grades 4 through 12. The 1st Place poster is used on the donor brochure cover & theme poster. The CFC donor incentive pin portrays a winning poster from the prior year.

The Ventura entries are due in early July. The 2 poster winners, who are between 6 & 13 years old, receive \$50 gift certificates donated to the PCFO by Toys R Us. Their artwork is used on the front & back of the donor brochures; for glossy color theme & thank-you posters of various sizes; & on CFC stationery & post-its.

Best Practices

- CFC **newsletters** (Los angeles & Santa barbara)
- **pacesetter** (early) campaigns among the best donors to:
1) obtain top results to publicize to others & 2) spread out the workload (Phoenix, Orange & ridgecrest)
- annual **day of caring** for federal volunteers to work on community needs (santa barbara & phoenix)
- CFC **web site** (Los angeles)
- superior **computer programs** to analyze results in detail (las vegas & ventura)
- **brochure** design & production **in-house** (riverside & yucca valley)
- use of **local congressperson** or other recognizable personality to speak at kickoffs & sign letter to all employees (santa barbara & las vegas)
- use of **national film spokesperson** from nasa to speak at kickoff events (orange & ventura shared the cost!)
- reduced-rate or free publicity in & support from **local media** (el centro, barstow, Santa maria, ridgecrest, yucca valley, las vegas, & san diego)
- **professional sports event** dedicated to CFC & federal employee appreciation (los angeles dodgers baseball)
- **self-supporting** kick-off & victory **events** (Tucson)
- **newsprint brochures** to save costs (san diego & ventura)
- use of **photos** in brochures, posters, or coordinator - keyworker handbook to inspire interest (kern, los angeles, & san diego)
- **rewarding keyworkers** with luncheons, trophies, plaques, certificates of achievement, letters of appreciation to their managers, & fun items to motivate the return of envelopes, like balloons, Cfc pencils or key chains (Orange, ridgecrest, barstow, & el centro)
- "making **presentations** to potential donors is the most important element for success & the most difficult to coordinate. There is always an increase in giving where there is an increase in awareness." (Riverside)
- **charity speakers** & question & answer sessions (yucca valley)
- **street fair** type kickoff with charity booths (yucca valley, los angeles)
- **creative** efforts like pumpkin carving contests, bake sales, department competitions, & auctions (santa barbara & el centro)
- brochure & pledge card **printing combined** with other CFC's (san diego, tucson, & orange)
- **personal visits** by Ifcc chair & co-chair with pcfo director to top 20 agency heads to review results & discuss increasing goals, overcoming problems, & increasing leadership (birmingham, spokane)
- Ifcc & pcfo meetings with **union leaders** before cfc to obtain their support & to ask them to promote CFC (birmingham)
- establishing a **year-round relationship** with agency heads through PCFO director attendance at federal meetings & events beyond cfc (spokane)
- giving **eagle** gifts in **advance** for publicity (orange)

SHARING:

1997/1998 ORANGE COUNTY CFC SURVEY - WE THANK DIRECTOR GENE REYNOLDS for GENEROUSLY SHARING THE RESULTS



ABOUT 3% OF THE FEDERAL POPULATION, 567 WORKERS, COMPLETED THE SURVEY (46% Postal Service workers, 7% military, 11% Defense civilians, & 32% non-Defense civilians). Of the total, 54% WERE CFC DONORS & 46% WERE NOT. The donors included all giving levels. The non-donors cited these reasons for not giving: 26% give charitable donations to other places, 9% had personal financial concerns, 4% do not give to charity, & 9% checked Other. Write-ins for Other included, "The person that gave me the paperwork never got back to me & picked up the donation form," "I was not informed about CFC this year. I try to give every year," "One year I donated over \$600 & did not receive my token of appreciation," & "I remember completing the forms for payroll deduction; however, I don't believe the deduction was ever started,"

Surprisingly, 86% stated the incentive awards did not encourage them to give, with 69% saying they would contribute if they received no incentive. Of the 52 givers of more than \$429 each, however, 42 said the awards encouraged them to give at high levels. Mugs were the most commonly-suggested incentive, with t-shirts, jackets, pens, baseball caps, calendars, & admin. leave also popular. Two sample comments are, "The caps & mugs are nice, but pins aren't a good idea. I never see anyone wear one & most of them find their way into the trash," & "Have awards converted to donations."

Regarding the donor brochure, 61% used it to select agencies for donation designation. Most respondents (80%) found the brochure & pledge card easy to understand. "I think prospective givers should be given their own guide. I don't like sharing," wrote one employee.

Most (68%) felt the campaign coordinators actively promoted CFC. One person suggested, "Start training the coordinators a week or 2 earlier." Another comment was, "The CFC coordinator does an exceptional job. For the past few years she should be commended because she does a great job encouraging members how important even a few dollars are in helping the unfortunate."

Some of the general comments follow: "Active support from upper management would be beneficial," "The CFC was involved with internal financial problems a few years ago," & "CFC is a great program!"

Although these findings are from Orange County, surveys of other CFC's may produce similar results. This survey stimulates thought about issues like incentive awards & how best to reach all Federal employees during the campaign.

"4 Keys to Using Emotion"

Kevin Van Groesbeck, fund raising consultant to non-profit organizations, published this article in [Target Marketing](#) 2/96 to help charities write copy that produces donations.

What can CFC's learn from Kevin to produce more effective brochures, theme posters, speeches, handbooks & training courses? Kevin's premise is that reading or hearing the copy pushes an emotional button which creates a feeling of emotional tension, the outlet for which is the act of making a donation. Kevin states that donors purchase "emotional release," when they contribute. Kevin's "4 KEYS" follow:

1. "Identify & push the emotional buttons that will generate action," by arousing emotions like loyalty, compassion, guilt, ego-gratification, community pride, a sense of religious duty, anger, fear, self-interest, or altruism. Start by asking, "What are the underlying emotional qualities evoked by this cause which will motivate a donor to give?"
2. "Write copy in a sincere manner using 'emotional word-pictures.'" Tell a story in an "honest, personal & heartfelt way."
3. "Inject a feeling of tension into the copy," as if you were writing a short story whose creative tension impels one to keep reading to find out what happens next. Use word-pictures to describe the situation & why funds are needed. Then explain what will occur without the funds, thus creating a peak of dramatic & emotional tension. Help the reader resolve the tension by saying that the problem can be solved with a contribution. The act of giving releases the tension created & the donor feels good.
4. "Make sure the emotional appeal sounds logical to the reader." Even though emotionally, donors want to help, they must also be satisfied that the appeal makes sense. Use a "logical, orderly progression:" introduce the need for funds; describe & justify the need; show how the donor can help meet the need; & ask for the donor's help.

Kevin's example of an effective appeal follows: "I'll never forget the haunting face of a little 6-year-old girl named Mara. She had come down from her mountain home when she learned someone from Food Aid was visiting the desolate, famine-ravaged village. She came up to me & asked, very simply, 'Do you have any food? I'm so hungry.' All I could do was kneel down, look into her trusting eyes & promise her I would do my best to provide food for the village. Then I gave her the last of my bread. And as she stood there, watching me drive away, I vowed to find food for her village. Will you help me keep my vow?"

CANVAZ library



Our growing library is available to readers by contacting CANVAZ (see masthead). Each **CANVAZ** includes as much as space permits of what is available & discusses at least one article ("4 Keys to Using Emotion," in this issue).

"Campaign Fights Decline in Donors," P. Shuey, Federal Times, 9/21/98

"An Econometric Analysis of Charitable Giving with Interdependence Preferences," J. Andreoni & J. Scholz, Economic Inquiry, 7/98

"Make Donor Service Excellence Your Top Priority," T. Hart & B. Holleran, Fund Raising Management, 6/98

"Charitable Giving Increased 7.5% in 1997," G. Reis, Fund Raising Management, 7/98

"How Adults Help Youth," S. Gray, The Chronicle of Philanthropy, 7/31/98

United States Department of Agriculture Graduate School: Nationwide Training 1999 & Western Training Center Schedule of Courses 7/98 - 9/99

Marketing Books Recommended (not in library): The Father of Spin, Edward L. Bernays & the Birth of Public Relations L. Tye; Selling Culture, Magazines, Markets, & Class at the Turn of the Century R. Ohmann; Signs & Wonders, The Spectacular Marketing of America T. Starr & E. Hayman

WE ARE HERE TO HELP!

Upon request, The FEB is available to come & assist LFCC's with their cfc's!

"The pursuit of perfection often impedes improvement."
The Furrow

CFC DIRECTORY Updates – Please forward changes and additions, e.g., e-mail addresses, to **CANVAZ**. We encourage you to network with other CFC's, so why not call someone new today?! Our 1st **CANVAZ** has the full listing. Contact us if you need a copy (see masthead).

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1998 results

Please send this information as soon as possible to CANVAZ (see masthead) regarding your fall 1998 campaign:

1. Total Donations
2. Total Federal Employees
3. Total Donors
4. Total Expenses